
WISN-TV
(Milwaukee, WI)

ELECTRONIC POLITICAL AND ISSUE ADVERTISING PUBLIC INSPECTION FILE CHECKLIST

This checklist must be completed for each federal, state, and local <u>political ad</u> or federal or state <u>issue</u> ad buy. These items must be placed in the station's Public Inspection File as soon as possible after they are available, and they must be maintained in the station's Public Inspection File for 2 years.

Cand	idate/Issue		AMERIC	AN C	ROSSROAMS	
candi	t Dates (if one folder is used per date, a separate checklist must be leted for each flight)		10/30/1	2-11,	15/12	
						<u>Initials</u>
frank,	Executed Political/Issue Advertising Agreement (BPMHL-P3 or NAB PB-1	7)		Date:	10/10/12	£
2.	Original contract showing requested time (when available)			Date:	10/10/12	D
3.	Updated contracts as order changes.			Date:	10/30/12	Ea
4	Invoice of schedule as actually broadcast including amount of rebates given (exact date, time, class of time and amount for each rebate), if any	st, ct		Date:	10/31/12	æ
			Check	list Com	pleted:	
		Ву:				
		Date:				,

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and	Location:	500		D	ate:	
WISN N. MICCONORCE 10/10/12						
_{I,} Stephanie N	/laroney					
do hereby reque	st station time conc	eming the follo	owing issue:	Control (Part of the Control of the		
American Cro I401 New Yor Washington, I Freasurer: Ma	rk Avenue Suite	1200				
Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks	
	Sec	- Sc	tenuce			
		- Sc Asina	さつ			
Total Charç	nes: 498	450 /	22,99			
	me will be used by					
Does the p	rogramming (elating to any	in whole o political n	r in part) on	communicate	e "a ortance?"	
	□ Yes			× No		

importance," list the name of	nunicates a message relating to any the legally qualified candidate(s) to date(s) of the election(s) (if applica-	he programming refers to, the
		į
For programming that "commi importance," attach Agreed Up	unicates a message relating to any oon Schedule (Page 3)	political matter of national
I represent that the payment for	or the above described broadcast ti	me has been furnished by:
Treasurer Margee Clancy		
The names, offices, and address	nunce the time as paid for by such or than an individual person, is: umittee; an association; ses of the chief executive officers below (may be attached separately	or other unincorporated group.
THIS STATION DOES NOT I	-	ISCRIMINATION ON THE BASIS
I agree to indemnify and hold har reasonable attorney's fees, that me advertisement(s). For the above- transcript, or tape, which will b before the time of the scheduled	stated broadcast(s), I also agree e delivered to the station at least	above-requested to prepare a script.
TO BE SI	GNED BY ISSUE ADV	ERTISER
6/11/12 Stu	My	703-299-1760
Date	Signature	Contact Phone Number
TO BE SIGI	VED BY STATION REP	PRESENTATIVE
☐ Accepted	Accepted in Part	Rejected
Signature	Printed Name	Title



And:

Cross Roads Media 3704 W Lincoln Way Suite 293 Ames, IA 50014

CONTRACT

	Contract / Rev	vision		Alt Order#		
	962675			06368271	•	
	902075			00300271		
Product						
AMERICAN CROSSROAD	S					
Contract Dates	Estimate #					
10/30/12 - 11/05/12	1142					
<u>Advertiser</u>			<u>Ori</u>	iginal Date	/ Revision	
American Crossroads			1	0/10/12	/ 10/10/12	
	Billing Cycle	Billing	Cal	endar	Cash/Trade	
	EOM/EOC	Broado	ast		Cash	
	Station	Account Executive		xecutive	Sales Office	
	WISN	Will Hi	ldet	orandt	HRP -Washingto	
	Special Hand	ing				
	<u>Demographic</u>					
	Adults 35+					
					Total Ratings	
					307.40	
	IDB#	3# Advertiser		Code	Product Code	
		11			27	
	Agency Ref			Advertiser	Ref	

		Spots/		
*Line Ch Start Date End Date Description	Start/End Time Days	Length Week	Rate Rtn TypeSpots	Amount
N 1 WISN 10/30/12 11/04/12 DR. OZ ON	1a-2a	:30	NM 1	\$50.00
Start Date End Date Weekdays Spots/Week	Rate Rating			
Week: 10/29/12 11/04/121 1	\$50.00 0.60			
N 2 WISN 10/30/12 11/04/12 Late News 10PM	10-1030p	:30	NM 1	\$3,000.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/121 1	<u>Rate</u> <u>Rating</u> \$3,000,00 8,20			
N 3 WISN 10/30/12 11/04/12 Late News 1030PM Start Date End Date Weekdays Spots/Week	1030p-11p	:30	NM 1	\$1,500.00
Week: 10/29/12 11/04/121 1	<u>Rate</u> <u>Rating</u> \$1,500.00 5.10			
N 4 WISN 10/30/12 11/04/12 Nightline	11p-1130p	:30	NM 1	£4 000 00
Start Date End Date Weekdays Spots/Week	Rate Rating	.50	NM 1	\$1,000.00
Week: 10/29/12 11/04/121 1	\$1,000.00 3.20			
N 5 WISN 10/30/12 11/04/12 Jimmy Kimmel	1130-1230a	:30	NM 1	\$400.00
Start Date End Date Weekdays Spots/Week	Rate Rating			7.00.00
Week: 10/29/12 11/04/121 1	\$400.00 1.80			
N 6 WISN 10/30/12 11/04/12 ANDERSON COOPER	M-F 11A-12P	:30	NM 1	\$250.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week; 10/29/12 11/04/121 1	<u>Rate</u> <u>Rating</u> \$250.00 1.80			
N 7 WISN 10/30/12 11/04/12 ET M-F Start Date End Date Weekdays Spots/Week	1230a-1a	:30	NM 1	\$100.00
Week: 10/29/12 11/04/121 1	<u>Rate</u> <u>Rating</u> \$100.00 1.00			
N 8 WISN 10/30/12 11/04/12 KATIE COURIC	M-F 2-3P	:30	NM 1	0.400.00
Start Date End Date Weekdays Spots/Week	Rate Rating	.50	INIVI	\$400.00
Week: 10/29/12 11/04/121 1	\$400.00 1.20			
N 9 WISN 10/30/12 11/04/12 3-4p	3-4p	:30	NM 1	\$1,250.00
Start Date End Date Weekdays Spots/Week	Rate Rating			Ψ1,200.00
Week: 10/29/12 11/04/121 1	\$1,250.00 2.80			
N 10 WISN 10/30/12 11/04/12 DR. OZ	4P-5P	:30	NM 1	\$750.00
Start Date End Date Weekdays Spots/Week	Rate Rating			
Week: 10/29/12 11/04/121 1	\$750.00 2.90			
N 11 WISN 10/30/12 11/04/12 News M-F 430a	430-5a	:30	NM 1	\$150.00



Contract / Revision Alt Order # 06368271 962675 Contract Dates Product Estimate # 10/30/12 - 11/05/12 AMERICAN CROSSRO 1142

Advertiser Original Date / Revision 10/10/12 / 10/10/12 American Crossroads

*Line Ch Start Date End Date Description	Start/End Time Days	Spots/ Length Week	Rate Rtn TypeSpo	ots	Amount
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 1 1	Rate Rating \$150.00 0.90				
N 12 WISN 10/30/12 11/04/12 News M-F 5p Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/121 1	5-530pm <u>Rate</u> <u>Rating</u> \$1,800.00 6.00	:30	МИ	1	\$1,800.00
N 13 WISN 10/30/12 11/04/12 News M-F 5a Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/121 1	5-6A <u>Rate</u> <u>Rating</u> \$1,000.00 2.80	:30	NM	1	\$1,000.00
N 14 WISN 10/30/12 11/04/12 News M-F 6p Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/121 1	6-630pm <u>Rate</u> <u>Rating</u> \$3,500.00 6.70	:30	NM	1	\$3,500.00
N 15 WISN 10/30/12 11/04/12 LIVE WITH KELLY & MICH. Start Date	A 9-10am <u>Rate</u> <u>Rating</u> \$1,000.00 4.10	:30	NM	1	\$1,000.00
N 16 WISN 11/05/12 11/05/12 DR. OZ ON <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 11/05/12 11/11/12 1 1	1a-2a <u>Rate</u> <u>Rating</u> \$50.00 0.60	:30	NM	1	\$50.00
N 17 WISN 11/05/12 11/05/12 Late News 10PM Start Date	10-1030p <u>Rate</u> <u>Rating</u> \$3,000.00 8.20	:30	NM	1	\$3,000.00
N 18 WISN 11/05/12 11/05/12 Late News 1030PM <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 11/05/12 11/11/12 1	1030p-11p <u>Rate</u> <u>Rating</u> \$1,500.00 5.10	:30	NM	1	\$1,500.00
N 19 WISN 11/05/12 11/05/12 Nightline <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 11/05/12 11/11/12 1 1	11p-1130p <u>Rate</u> <u>Rating</u> \$1,000.00 3.20	:30	NM	1	\$1,000.00
N 20 WISN 11/05/12 11/05/12 Jimmy Kimmel Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 1 1	1130-1230a <u>Rate</u> <u>Rating</u> \$400.00 1.80	:30	NM	1	\$400.00
N 21 WISN 11/05/12 11/05/12 ANDERSON COOPER Start Date	M-F 11A-12P <u>Rate</u> <u>Rating</u> \$250.00 1.80	:30	NM	1	\$250.00
N 22 WISN 11/05/12 11/05/12 ET M-F <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 11/05/12 11/11/12 1 1	1230a-1a <u>Rate</u> <u>Rating</u> \$100.00 1.00	:30	NM	1	\$100.00
N 23 WISN 11/05/12 11/05/12 KATIE COURIC Start Date	M-F 2-3P <u>Rate</u> <u>Rating</u> \$400.00 1.20	:30	NM	1	\$400.00
N 24 WISN 11/05/12 11/05/12 3-4p Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 1 1	3-4p <u>Rate</u> <u>Rating</u> \$1,250.00 2.80	:30	NM	1	\$1,250.00
N 25 WISN 11/05/12 11/05/12 DR. OZ Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 1 1	4P-5P <u>Rate</u> <u>Rating</u> \$750.00 2.90	:30	MM	1	\$750.00
N 26 WISN 11/05/12 11/05/12 News M-F 430a Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 1 1	430-5a <u>Rate</u> <u>Rating</u> \$150.00 0.90	:30	NM	1	\$150.00
N 27 WISN 11/05/12 11/05/12 News M-F 5p Start Date End Date Weekdays Spots/Week	5-530pm <u>Rate</u> <u>Rating</u>	:30	NM	1	\$1,800.00



Contract / Revision Alt Order# 962675 06368271

Contract Dates Product Estimate # 10/30/12 - 11/05/12 AMERICAN CROSSRO/1142

Advertiser Original Date / Revision 10/10/12 / 10/10/12 American Crossroads

		Spots/		
*Line Ch Start Date End Date Description	Start/End Time Days	Length Week	Rate Rtn TypeSpots	Amount
Start DateEnd DateWeekdaysSpots/WeekWeek: 11/05/1211/11/1211	Rate Rating \$1,800.00 6.00			-
N 28 WISN 11/05/12 11/05/12 News M-F 5a	5-6A	:30	NM 1	\$1,000.00
Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 1 1	Rate Rating \$1,000.00 2.80			
N 29 WISN 11/05/12 11/05/12 News M-F 6p	6-630pm	:30	NM 1	\$3,500.00
Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 1 1	<u>Rate</u> <u>Rating</u> \$3,500.00 6.70			
N 30 WISN 11/05/12 11/05/12 LIVE WITH KELLY & MICH.		:30	NM 1	\$1,000.00
Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 1 1	Rate Rating \$1,000.00 4.10			
N 31 WISN 11/05/12 11/05/12 Castle	Mon 9-10p	:30	NM 1	\$7,500.00
Start DateEnd DateWeekdaysSpots/WeekWeek: 11/05/1211/11/1211	Rate Rating \$7,500.00 16,70			
N 32 WISN 10/30/12 11/04/12 Late News Sa 10pm	10-1035p	:30	NM 1	\$850.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 1- 1	<u>Rate</u> <u>Rating</u> \$850.00 2.80			
N 33 WISN 10/30/12 11/04/12 INSIDE THE HUDDLE	INSIDE HUD 1035	:30	NM 1	\$250.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 1- 1	Rate Rating \$250.00 1.30			
N 34 WISN 10/30/12 11/04/12 Sa 458-6a	456-6AM	:30	NM 1	\$250.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121- 1	Rate Rating \$250.00 2.10			
N 35 WISN 10/30/12 11/04/12 News Sa 6p-630p	6-630pm	:30	NM 1	\$1,000.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 1- 1	<u>Rate</u> <u>Rating</u> \$1,000.00 5.30			
N 36 WISN 10/30/12 11/04/12 BIG 12 SPORTS SATURDA	•	:30	NM 1	\$500.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 1- 1	Rate Rating \$500.00 4.70			
N 37 WISN 10/30/12 11/04/12 News Sat 7-9a	7-9am	:30	NM 1	\$500.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 1- 1	<u>Rate</u> <u>Ratinq</u> \$500.00 3.00			
N 38 WISN 10/30/12 11/04/12 Late News 10pm	10p-1030p	:30	N M 1	\$3,000.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 1 1	Rate Rating \$3,000.00 6.80			
N 39 WISN 10/30/12 11/04/12 Chris Matthews	*1030a-11a	:30	NM 1	\$150.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 1 1	<u>Rate</u> <u>Rating</u> \$150.00 0.50			
N 40 WISN 10/30/12 11/04/12 Upfront	11-1130p	:30	NM 1	\$200.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 1 1	<u>Rate Rating</u> \$200.00 2.20			
N 41 WISN 10/30/12 11/04/12 Su 458-6a	458-6AM	:30	NM 1	\$200.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 1 1	<u>Rate</u> <u>Rating</u> \$200.00 1.40			
N 42 WISN 10/30/12 11/04/12 News Sun 530pm	530-6p	:30	NM 1	\$1,000.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 1 1	<u>Rate</u> <u>Rating</u> \$1,000.00 3.00			
N 43 WISN 10/30/12 11/04/12 Sun GMA	6-7a	:30	NM 1	\$400.00
Start Date End Date Weekdays Spots/Week	Rate Rating		1	

(* Line Transactions: N = New, E = Edited, D = Deleted)



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

Contract / Revision Alt Order # 962675 06368271

Contract Dates <u>Product</u> Estimate # 10/30/12 - 11/05/12 AMERICAN CROSSRO 1142

Advertiser Original Date / Revision 10/10/12 / 10/10/12 American Crossroads

Snots/

			Spots/			
*Line Ch Start Date End Date Description	Start/End T	ime Da	ays Length Week	Rate Rtn Type	Spots	Amount
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 1 1	<u>Rate</u> \$400.00	Rating 2.50				
N 44 WISN 10/30/12 11/04/12 News Sun 7-9a	7-9am		:30	MM	1	\$400.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 1 1	<u>Rate</u> \$400.00	Rating 3.30				
N 45 WISN 10/30/12 11/04/12 DR. OZ ON	1a-2a		:30	NM	1	\$50.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 1 1	Rate \$50.00	Rating 0.60				,
N 46 WISN 10/30/12 11/04/12 Late News 10PM	10-1030p		:30	NM	1	\$3,000.00
Start DateEnd DateWeekdaysSpots/WeekWeek: 10/29/1211/04/1211	<u>Rate</u> \$3,000.00	Rating 8.20				
N 47 WISN 10/30/12 11/04/12 Late News 1030PM	1030p-11p	7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7	:30	NM	1	\$1,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121 1	Rate \$1,500.00	<u>Rating</u> 5.10				
N 48 WISN 10/30/12 11/04/12 Nightline	11p-1130p		:30	NM	1	\$1,000.00
Start Date End Date Weekdays Spots/Week	Rate	Rating	,55			Ψ1,000.00
Week: 10/29/12 11/04/121 1 N 49 WISN 10/30/12 11/04/12 Jimmy Kimmel	\$1,000.00	3.20				
Start Date End Date Weekdays Spots/Week	1130-1230a <u>R</u> ate	Rating	:30	NM	1	\$400.00
Week: 10/29/12 11/04/121 1	\$400.00	1.80				
N 50 WISN 10/30/12 11/04/12 ANDERSON COOPER	M-F 11A-12F		:30	NM	1	\$250.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 1 1	<u>Rate</u> \$250.00	Rating 1.80				
N 51 WISN 10/30/12 11/04/12 ET M-F	1230a-1a		:30	NM	1	\$100.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121 1	Rate				•	Ψ100.00
	\$100.00	1.00				
N 52 WISN 10/30/12 11/04/12 KATIE COURIC Start Date End Date Weekdays Spots/Week	M-F 2-3P Rate	Rating	:30	NM	1	\$400.00
Week: 10/29/12 11/04/121 1	\$400.00	1.20				
N 53 WISN 10/30/12 11/04/12 3-4p	3-4p		:30	NM	1	\$1,250.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 1 1	Rate \$1,250.00	Rating 2.80				
N 54 WISN 10/30/12 11/04/12 DR. OZ	4P-5P		:30	NM	1	\$750.00
Start Date End Date Weekdays Spots/Week	Rate				•	Φ7.56.00
Week: 10/29/12 11/04/121 1 N 55 WISN 10/30/12 11/04/12 News M-F 430a	\$750.00	2.90				
	430-5a Rate	Rating	:30	NM	1	\$150.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 1 1	\$150.00	0.90				
N 56 WISN 10/30/12 11/04/12 News M-F 5p	5-530pm		:30	NM	1	\$1,800.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 1 1	Rate \$1,800.00	Rating 6.00				
N 57 WISN 10/30/12 11/04/12 News M-F 5a	5-6A		:30	NM	1	\$1,000.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 1 1	<u>Rate</u> \$1,000.00	Rating 2.80				
N 58 WISN 10/30/12 11/04/12 News M-F 6p	6-630pm		:30	NM	1	\$3,500.00
Start Date End Date Weekdays Spots/Week	Rate		100	(4191	•	Ψ 0 ,000.00
Week: 10/29/12 11/04/121 1	\$3,500.00	6.70				
N 59 WISN 10/30/12 11/04/12 LIVE WITH KELLY & MICH Start Date End Date Weekdays Spots/Week		Rating	:30	MM	1	\$1,000.00
<u> </u>	itate	rading		1		



Contract / Revision Alt Order # 962675 06368271

Contract Dates Product Estimate # 10/30/12 - 11/05/12 AMERICAN CROSSRO∤1142

Advertiser Original Date / Revision 10/10/12 / 10/10/12 American Crossroads

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			Spots/			
*Line Ch Start Date End Date Description	Start/End Tim	ne Days	Length Week	Rate Rtn Type:	Spots	Amount
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 1 1	<u>Rate</u> <u>F</u> \$1,000.00	Rating 4.10				
N 60 WISN 10/30/12 11/04/12 DR. OZ ON Start Date	1a-2a	Rating 0.60	:30	NM	1	\$50.00
N 61 WISN 10/30/12 11/04/12 Late News 10PM Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 -1 1	10-1030p <u>Rate</u> <u>F</u> \$3,000.00		:30	NM	1	\$3,000.00
N 62 WISN 10/30/12 11/04/12 Late News 1030PM <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12 -1 1	1030p-11p Rate F \$1,500.00	Rating 5.10	:30	NM	1	\$1,500.00
N 63 WISN 10/30/12 11/04/12 Nightline <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12 -1 1	11p-1130p <u>Rate</u> <u>F</u> \$1,000.00	Rating 3.20	:30	NM	1	\$1,000.00
N 64 WISN 10/30/12 11/04/12 Jimmy Kimmel Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 -1 1	1130-1230a <u>Rate</u> <u>F</u> \$400.00	Rating 1.80	:30	NM	1	\$400.00
N 65 WISN 10/30/12 11/04/12 ANDERSON COOPER Start Date	M-F 11A-12P <u>Rate</u> <u>F</u> \$250.00	Rating 1.80	:30	NM	1	\$250.00
N 66 WISN 10/30/12 11/04/12 ET M-F Start Date	1230a-1a <u>Rate</u> <u>F</u> \$100.00	Rating 1.00	:30	NM	1	\$100.00
N 67 WISN 10/30/12 11/04/12 KATIE COURIC Start Date	M-F 2-3P <u>Rate</u> <u>F</u> \$400.00	Rating 1.20	:30	NM	1	\$400.00
N 68 WISN 10/30/12 11/04/12 3-4p <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12 -1 1	3-4p <u>Rate</u> <u>F</u> \$1,250.00	Rating 2.80	:30	NM	1	\$1,250.00
N 69 WISN 10/30/12 11/04/12 DR. OZ <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12 -1 1	4P-5P <u>Rate</u> <u>F</u> \$750.00	Rating 2.90	:30	NM	1	\$750.00
N 70 WISN 10/30/12 11/04/12 News M-F 430a Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 -1 1	430-5a <u>Rate</u> <u>F</u> \$150.00	Rating 0.90	:30	NM .	1	\$150.00
N 71 WISN 10/30/12 11/04/12 News M-F 5p Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 -1 1	5-530pm <u>Rate</u> <u>F</u> \$1,800.00	Rating 6.00	:30	NM	1	\$1,800.00
N 72 WISN 10/30/12 11/04/12 News M-F 5a Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 -1 1	5-6A <u>Rate</u> <u>F</u> \$1,000.00	Rating 2.80	:30	NM	1	\$1,000.00
N 73 WISN 10/30/12 11/04/12 News M-F 6p <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12 -1 1	6-630pm <u>Rate</u> F \$3,500.00	Rating 6.70	:30	NM	1	\$3,500.00
N 74 WISN 10/30/12 11/04/12 *UpFront PrimeTime Start Date	*6-7P <u>Rate</u> <u>F</u> \$1,500.00	Rating 6.30	:30	NM	1	\$1,500.00
N 75 WISN 10/30/12 11/04/12 LIVE WITH KELLY & MICH. Start Date End Date Weekdays Spots/Week	A 9-10am <u>Rate</u> F	Rating	:30	NM	1	\$1,000.00



Contract / Revision Alt Order# 962675 06368271

Contract Dates Product Estimate# 10/30/12 - 11/05/12 AMERICAN CROSSROA1142

Advertiser Original Date / Revision 10/10/12 / 10/10/12 American Crossroads

Cnotal

		Sp	ots/		
*Line Ch Start Date End Date Description	Start/End Time	Days Length W	eek Rate Rtn Type S	Spots	Amount
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 -1 1		<u>iting</u> 4.10			
N 76 WISN 10/30/12 11/04/12 DR. OZ ON Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/121 1	1a-2a <u>Rate</u> <u>Ra</u> \$50.00	:30 <u>tting</u> 0.60	NM	1	\$50.00
N 77 WISN 10/30/12 11/04/12 Late News 10PM <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121 1	10-1030p <u>Rate</u> <u>Ra</u> \$3,000.00	:30 <u>iting</u> 3.20	NM	1	\$3,000.00
N 78 WISN 10/30/12 11/04/12 Late News 1030PM <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121 1		:30 <u>sting</u> 5.10	NM	1	\$1,500.00
N 79 WISN 10/30/12 11/04/12 Nightline <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121 1		:30 sting 3.20	NM	1	\$1,000.00
N 80 WISN 10/30/12 11/04/12 Jimmy Kimmel <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121 1		:30 <u>ating</u> 1.80	NM	1	\$400.00
N 81 WISN 10/30/12 11/04/12 ANDERSON COOPER <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121 1		:30 ating 1.80	NM	1	\$250.00
N 82 WISN 10/30/12 11/04/12 ET M-F <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121 1		:30 <u>sting</u> 1.00	NM	1	\$100.00
N 83 WISN 10/30/12 11/04/12 KATIE COURIC <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121 1	M-F 2-3P <u>Rate</u> Ra \$400.00	:30 <u>ating</u> 1.20	NM	1	\$400.00
N 84 WISN 10/30/12 11/04/12 3-4p <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121 1		:30 <u>ating</u> 2.80	NM	1	\$1,250.00
N 85 WISN 10/30/12 11/04/12 DR. OZ <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121 1	4P-5P <u>Rate</u> Ra \$750.00	:30 <u>ating</u> 2.90	NM	1	\$750.00
N 86 WISN 10/30/12 11/04/12 News M-F 430a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121 1	430-5a <u>Rate</u> <u>Ra</u> \$150.00 (:30 ating 0.90	NM	1	\$150.00
N 87 WISN 10/30/12 11/04/12 News M-F 5p <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121 1		:30 <u>ating</u> 6.00	NM	1	\$1,800.00
N 88 WISN 10/30/12 11/04/12 News M-F 5a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121 1		:30 <u>ating</u> 2.80	NM	1	\$1,000.00
N 89 WISN 10/30/12 11/04/12 News M-F 6p <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121 1	6-630pm <u>Rate</u> Ra \$3,500.00	:30 ating 6.70	NM	1	\$3,500.00
N 90 WISN 10/30/12 11/04/12 LIVE WITH KELLY & MICH Start Date	<u>Rate</u> Ra	:30 ating 4.10	NM	1	\$1,000.00
			Totals 307.40	90	\$98,450.00

Print Date 10/10/12

Alt Order#

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	962675 /	06368271
Contract Dates 10/30/12 - 11/05/12	Product AMERICAN CROSS	Estimate # SRO#1142
Advertiser American Crossroads	Original Date / Revision 10/10/12 / 10/10/12	

Contract / Revision

Time Period	# of Spots	Gross Amount	Net Amount
10/29/12 -11/05/12	90	\$98,450.00	\$83,682.50
Totals	90	\$98,450.00	\$83,682.50

Signature:	Date:	

TERMS AND STANDARD CONDITIONS FOR PURCHASE OF BROADCAST ADVERTISING

The person, firm or other business entity ("Agency") contracting to purchase broadcast advertising time on behalf of the advertiser named on the face of this contract ("Advertiser") and the station accepting this contract ("Station") hereby agree that this contract shall be governed by the following conditions and terms:

1. BILLING AND PAYMENTS

- (a) Station will, from time to time at intervals following broadcasts hereunder, bill Agency on behalf of Advertiser at address on the face hereof. Agency shall pay Station thereon at address on bill on or before the 15th day of each month following that in which broadcast occurred or on such other date as may be specified in the invoice.
- (b) Except where this contract is made directly with the Advertiser described on the face of this contract, it is understood that Agency makes this contract both for itself and as agent for the Advertiser and that Agency agrees, on behalf of the Advertiser and of itself, that Agency and Advertiser are and shall be jointly and severally liable for all payments to be made by agency to Station and for all obligations undertaken to be performed by Agency.

2. TERMINATION

- (a) Unless otherwise specified on the face hereof, either party may terminate this contract, without cause, upon giving the other party at least 28 days prior notice provided that, if notice is given by Agency, termination shall not be effective until after two (2) weeks of broadcasting hereunder. If Agency so terminates this contract, it shall pay Station at the earned rate for all broadcasts pursuant to this contract through the effective date of termination.
- (b) Station may, upon notice to Agency, terminate this contract at any time; (i) upon material breach by Agency; (ii) if Station fails to receive timely payment on billing; or (iii) if Advertiser's or Agency's credit is, in Station's reasonable opinion, impaired. Upon such termination, all unpaid accrued charges hereunder shall immediately become due and payable. The Agency's only liability shall be to pay for telecasts completed hereunder prior to cancellation by Station.
- (c) Agency may, upon notice to Station, terminate this contract at any time upon material breach by Station. Upon such termination, the Station's only liability shall be to pay as liquidated damages a sum equal to the lesser of the following: (i) the actual noncancellable out-of-pocket costs necessarily incurred by Agency in performance of this contract through date of such termination, or (ii) the total which would be due to Station hereunder if, on the date on which Agency gives notice of cancellation, Station had given notice of termination pursuant to Paragraph 2(a) effective at the earliest date permitted thereunder.
- (d) Neither party shall have any liability to the other upon termination pursuant to this Paragraph 2, except as provided in this Paragraph 2 and Paragraph 7.

OMISSION OF BROADCAST

If, as a result of an act of God, force majeure, public emergency, labor dispute, restriction imposed by law or governmental order, mechanical breakdown, or where necessary to enable the Station to comply with the Communications Act of 1934, as amended, to satisfy the "reasonable access" and/or "equal opportunity" requirements for certain political candidates, or any other similar or dissimilar cause beyond the Station's reasonable control, Station fails to broadcast any or all of the announcement(s) or programs to be broadcast hereunder, Station shall not be in breach hereof, but Agency shall be entitled to an adjustment as follows: (i) if no part of a scheduled broadcast is made, a later broadcast shall be made at a reasonably satisfactory substitute date and time, and if no such time is available, the time charges allocable to the omitted broadcast shall be waived; (ii) if a material part, but not all, of a scheduled broadcast is omitted, a later broadcast shall be made at a reasonable substitute date and time, and Agency shall continue to pay full charge. The foregoing shall not deprive Agency of the benefit of any discounts which it would have earned hereunder if the broadcast had been made in its entirety.

4. PREEMPTIONS

Station shall have the right to cancel any broadcast or portion thereof covered by this contract in order to broadcast any program or event which, in the Station's sole discretion, it deems to be of greater public interest or significance. Station may also recapture time previously sold when necessary to comply with its obligations to make available "reasonable access" and/or "equal opportunities" to certain political candidates under the Communications Act of 1934, as amended. Station will notify Agency of such cancellation as promptly as reasonably possible, if the parties cannot agree upon a satisfactory substitute date and time, the broadcast so preempted shall be deemed canceled without affecting the rate, discounts or rights provided under this contract, except that Agency will not have to pay Station any charges allocable to the canceled broadcast.

5. FIXED RATE PURCHASES

Notwithstanding the provisions of Paragraphs 3 and 4 above, unless the omitted or preempted announcement was purchased as a single buy or at a fixed (i.e., not a preemptible) rate, and it is so indicated on the face of this contract, Station may preempt at its sole discretion for any reason. In the event of preemption or omission, unless otherwise agreed to by Station, Agency shall continue to pay the full charge (no credit or refund will be given) but Agency shall be accorded another announcement at a reasonably satisfactory substitute date and time, at no additional charge therefor.

. AGENCY MATERIAL

All commercial materials (if so specified on the face of this contract, all program materials, including talent) shall be furnished by Agency and delivered to Station at Agency's sole cost and expense. Agency shall deliver all materials not less than 48 hours (exclusive of Saturdays, Sundays and holidays) in advance of broadcast. All materials furnished by Agency (i) shall not be contrary to the public interest, (ii) shall conform to the Station's then existing program and operating policies and quality standards, and (iii) are subject to Station's prior approval and continuing right to reject or to cause Agency to edit such materials. Station will not be liable for loss or damage to Agency's material or, even if accepted by Station, for communications from others.

If Agency requests within 30 days of last broadcast hereunder, Station will, at Agency's expense, return Agency material to Agency. If Agency does not so request, Station has the right to dispose of all Agency material any time after 60 days following the last broadcast hereunder.

7. INDEMNIFICATION

Agency and Advertiser will jointly and severally indemnify and hold harmless Station from and against all claims, demands, debts, obligations or charges (including reasonable attorney fees and disbursements) which arise out of or result from the broadcast, preparation for broadcast or contemplated broadcast of materials furnished by or on behalf of Agency and/or Advertiser or furnished by Station at Agency's request for use in connection with Agency's or Advertiser's commercial material, and Station will similarly indemnify and hold harmless Agency and Advertiser with respect to all materials furnished by Station. The indemnitee shall promptly notify and cooperate with the indemnitor with respect to any claim. The provisions of this paragraph shall survive the termination or expiration of this contract.

8. CONSEQUENTIAL DAMAGES

Agency and Station hereby agree that consequential damages resulting from any breach of this contract, pursuant to Paragraph 2, or any omission of broadcast, pursuant to Paragraph 3, or any preemption of broadcast, pursuant to Paragraph 4, are speculative and neither Agency not Station shall be held liable for any consequential damages incurred. This consequential damage exclusion provision is an allocation of risk separate and apart from provisions specifying or limiting either Agency's or Station's remedies for breach.

9. GENERAL

(a) Station will broadcast the announcements and programs covered by this contract on the dates and at the approximate hourly times provided on the

face hereof.

(b)	The Station shall exercise normal precautions in handling of property and mail, but assumes no liability for loss or damage to program or commercia
materials and other property furnis	hed by the Agency in connection with broadcasts hereunder. The Station will not accept or process mail, correspondence, or telephone calls in
connection with broadcasts except	after its prior approval.

- (c) Agency is acting as agent for a disclosed principal (i.e., the Advertiser named on the face hereof) and Agency will act as agent for making payment on all billings hereunder. However, Agency shall be primarily liable for the Advertiser's payment of sums due hereunder and Station shall look initially to Agency for the payment thereof unless and until Agency fails to timely remit payment or becomes insolvent. Advertiser shall be liable to Station and not to agency on all unpaid billings for services rendered by Station hereunder (excluding advertising agency commissions), but only to the extent that Advertiser has not theretofore made payment to the Agency thereon, and to the extent that Advertiser has theretofore made payment to the Agency thereon (i) while knowing that Agency has entered into an agreement or arrangement purporting to assign or pledge to a third party monies which may be or become payable by Advertiser or Agency, or that Agency was in danger of becoming insolvent; or (ii) after receiving notice (together with a current statement of account) from Station that Agency is seriously delinquent under this or any other advertising agreement(s) between Station and Agency be failing to make payment on billings within 45 days after the end of the month in which service is provided thereunder. Nothing herein contained relating to the payment of billings by Agency shall be construed so as to relieve Advertiser of, or diminish Advertiser's liability for breach of its obligations hereunder. If this contract is with a media buying service, all references herein to Agency shall apply to the media buying service. If this contract is made directly with Advertiser, references herein to Agency shall apply to Advertiser except that in such case no commission will be allowed.
- (d) Agency shall not assign this contract except to another agency which succeeds to its business of representing Advertiser and provided such other agency assumes all its obligations hereunder. Advertiser may, upon notice to Station, change its agency and only the successor agency shall be entitled to commissions, if any, on billings for broadcasts thereafter. Station is not required to broadcast hereunder for the benefit of any person other than Advertiser, or for a product or service other than that named on the face hereof.
- (e) This contract contains the entire understanding between the parties, cannot be changed or terminated orally, and shall be construed in accordance with the laws of the State of New York, and with the Communications Act of 1934, as amended, and with the rules and regulations of the FCC issued pursuant thereto. When there is any inconsistency between these standard conditions and a provision on the face hereof, the latter shall govern. Failure of either party to enforce any of the provisions hereof shall not be construed as a general relinquishment or waiver of that or any other provision. All notices hereunder (except for notices under Paragraph 4) shall be in writing, given only by prepaid telegram or mail, addressed to the other party at the address on the face hereof, and shall be deemed given on the date of dispatch.

[For additional information relating to political advertising, Agencies and Advertisers are encouraged to request a copy of the Station's current political advertising disclosure statement.]



759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

And:

Cross Roads Media 3704 W Lincoln Way Suite 293 Ames, IA 50014

CONTRACT

	Contract / Rev	<u>vision</u>		Alt Order #		
	962675	1		06368271		
<u>Product</u>						
AMERICAN CROSSROAD	S					
Contract Dates	Estimate #				-	
10/30/12 - 11/05/12	1142					
<u>Advertiser</u>			Or	iginal Date	/ Revision	
American Crossroads			1	0/29/12	/ 10/29/12	
	Billing Cycle	Billing	Cal	endar	Cash/Trade	
	EOM/EOC	Broado	cast		Cash	
	<u>Station</u>	Accou	nt E	xecutive	Sales Office	
	WISN	Will Hi	ldet	orandt	HRP -Washingto	
	Special Hand	ling				
	Demographic					
	Adults 35+					
		T			Total Ratings	
					307.40	
	IDB#	Advert	iser	Code	Product Code	
		11			27	
	Agency Ref	•		Advertiser	Ref	

		Spots/		
*Line Ch Start Date End Date Description	Start/End Time Days	Length Week	Rate Rtn TypeSpots	Amount
1 WISN 10/30/12 11/04/12 DR. OZ ON	1a-2a	:30	NM 1	\$50.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 1 1	<u>Rate</u> <u>Rating</u> \$50.00 0.60			
2 WISN 10/30/12 11/04/12 Late News 10PM	10-1030p	:30	NM 1	£3 000 00
Start Date End Date Weekdays Spots/Week	Rate Rating	.50	INIVI	\$3,000.00
Week: 10/29/12 11/04/121 1	\$3,000.00 8.20			
3 WISN 10/30/12 11/04/12 Late News 1030PM	1030p-11p	:30	NM 1	\$1,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week; 10/29/12 11/04/121 1	<u>Rate</u> <u>Rating</u> \$1,500.00 5.10			
4 WISN 10/30/12 11/04/12 Nightline	11p-1130p	:30	NM 1	£4.000.00
Start Date End Date Weekdays Spots/Week	Rate Rating	:30	NM 1	\$1,000.00
Week: 10/29/12 11/04/121 1	\$1,000.00 3.20			
5 WISN 10/30/12 11/04/12 Jimmy Kimmel	1130-1230a	:30	NM 1	\$400.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week; 10/29/12 11/04/121 1	<u>Rate</u> <u>Rating</u> \$400.00 1.80			
6 WISN 10/30/12 11/04/12 ANDERSON COOPER	M-F 11A-12P	.00		
Start Date End Date Weekdays Spots/Week	Rate Rating	:30	NM 1	\$250.00
Week: 10/29/12 11/04/121 1	\$250.00 1.80			
7 WISN 10/30/12 11/04/12 ET M-F	1230a-1a	:30	NM 1	\$100.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 1 1	<u>Rate Rating</u> \$100.00 1.00			
8 WISN 10/30/12 11/04/12 KATIE COURIC Start Date End Date Weekdays Spots/Week	M-F 2-3P Rate Rating	:30	NM 1	\$400.00
Week: 10/29/12 11/04/121 1	\$400.00 1.20			
9 WISN 10/30/12 11/04/12 3-4p	3-4p	:30	NM 1	\$1,250.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121 1	Rate Rating			
	\$1,250.00 2.80			
10 WISN 10/30/12 11/04/12 DR. OZ Start Date End Date Weekdays Spots/Week	4P-5P Rate Rating	:30	NM 1	\$750.00
Week: 10/29/12 11/04/121 1	\$750.00 2.90			
11 WISN 10/30/12 11/04/12 News M-F 430a	430-5a	:30	NM 1	\$150.00
			•	



Contract / Revision Alt Order# 962675 06368271

Contract Dates Product Estimate # 10/30/12 - 11/05/12 AMERICAN CROSSRO 1142

Advertiser Original Date / Revision 10/29/12 / 10/29/12 American Crossroads

		Spots/		
*Line Ch Start Date End Date Description	Start/End Time Days	Length Week	Rate Rtn TypeSpots	Amount
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 1 1	<u>Rate</u> <u>Rating</u> \$150.00 0.90			
12 WISN 10/30/12 11/04/12 News M-F 5p <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121 1	5-530pm <u>Rate</u> <u>Rating</u> \$1,800.00 6.00	:30	NM 1	\$1,800.00
13 WISN 10/30/12 11/04/12 News M-F 5a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121 1	5-6A <u>Rate</u> <u>Rating</u> \$1,000.00 2.80	:30	NM 1	\$1,000.00
14 WISN 10/30/12 11/04/12 News M-F 6p <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121 1	6-630pm <u>Rate</u> <u>Ratinq</u> \$3,500.00 6.70	:30	NM 1	\$3,500.00
15 WISN 10/30/12 11/04/12 LIVE WITH KELLY & MICH. Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/121 1	A 9-10am <u>Rate</u> <u>Rating</u> \$1,000.00 4.10	:30	NM 1	\$1,000.00
16 WISN 11/05/12 11/05/12 DR. OZ ON Start Date	1a-2a <u>Rate</u> <u>Rating</u> \$50.00 0.60	:30	NM 1	\$50.00
17 WISN 11/05/12 11/05/12 Late News 10PM <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 11/05/12 11/11/12 1 1	10-1030p <u>Rate</u> <u>Rating</u> \$3,000.00 8.20	:30	NM 1	\$3,000.00
18 WISN 11/05/12 11/05/12 Late News 1030PM <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 11/05/12 11/11/12 1 1	1030p-11p <u>Rate</u> <u>Rating</u> \$1,500.00 5.10	:30	NM 1	\$1,500.00
19 WISN 11/05/12 11/05/12 Nightline <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 11/05/12 11/11/12 1 1	11p-1130p <u>Rate</u> <u>Rating</u> \$1,000.00 3.20	:30	NM 1	\$1,000.00
20 WISN 11/05/12 11/05/12 Jimmy Kimmel Start Date	1130-1230a <u>Rate</u> <u>Rating</u> \$400.00 1.80	:30	NM 1	\$400.00
21 WISN 11/05/12 11/05/12 ANDERSON COOPER Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 1 1	M-F 11A-12P <u>Rate</u> <u>Rating</u> \$250.00 1.80	:30	NM 1	\$250.00
22 WISN 11/05/12 11/05/12 ET M-F Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 1 1	1230a-1a <u>Rate</u> <u>Rating</u> \$100.00 1.00	:30	NM 1	\$100.00
23 WISN 11/05/12 11/05/12 KATIE COURIC <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 11/05/12 11/11/12 1 1	M-F 2-3P <u>Rate</u> <u>Rating</u> \$400.00 1.20	:30	NM 1	\$400.00
24 WISN 11/05/12 11/05/12 3-4p Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 1 1	3-4p <u>Rate</u> <u>Rating</u> \$1,250.00 2.80	:30	NM 1	\$1,250.00
25 WISN 11/05/12 11/05/12 DR. OZ <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 11/05/12 11/11/12 1 1	4P-5P <u>Rate</u> <u>Rating</u> \$750.00 2.90	:30	NM 1	\$750.00
26 WISN 11/05/12 11/05/12 News M-F 430a Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 1 1	430-5a <u>Rate</u> <u>Rating</u> \$150.00 0.90	:30	NM 1	\$150.00
27 WISN 11/05/12 11/05/12 News M-F 5p Start Date End Date Weekdays Spots/Week	5-530pm Rate Rating	:30	NM 1	\$1,800.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



Contract / Revision Alt Order # 962675 06368271

Contract Dates Product Estimate # 10/30/12 - 11/05/12 AMERICAN CROSSRO 1142

Advertiser Original Date / Revision 10/29/12 / 10/29/12 American Crossroads

*Line Ch Start Date End Date Description	Start/End Time Days	Spots/ Length Week	Rate Rtn TypeSp	ots	Amount
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 11/05/12 11/11/12 1 1	<u>Rate Rating</u> \$1,800.00 6.00				
28 WISN 11/05/12 11/05/12 News M-F 5a	5-6A	:30	NM	1	\$1,000.00
Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 1 1	<u>Rate</u> <u>Rating</u> \$1,000.00 2.80				
29 WISN 11/05/12 11/05/12 News M-F 6p	6-630pm	:30	NM	1	\$3,500.00
Start DateEnd DateWeekdaysSpots/WeekWeek: 11/05/1211/11/1211	<u>Rate</u> <u>Rating</u> \$3,500.00 6.70				
30 WISN 11/05/12 11/05/12 LIVE WITH KELLY & MICH Start Date End Date Weekdays Spots/Week	A 9-10am Rate Rating	:30	NM	1	\$1,000.00
Week: 11/05/12 11/11/12 1 1	\$1,000.00 4.10				
31 WISN 11/05/12 11/05/12 Castle Start Date End Date Weekdays Spots/Week	Mon 9-10p Rate Rating	:30	NM	1	\$7,500.00
Week: 11/05/12 11/11/12 1 1	<u>Rate</u> <u>Rating</u> \$7,500.00 16.70				
32 WISN 10/30/12 11/04/12 Late News Sa 10pm <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u>	10-1035p <u>Rate</u> <u>Rating</u>	:30	NM	1	\$850.00
Week: 10/29/12 11/04/121- 1	\$850.00 2.80				
33 WISN 10/30/12 11/04/12 INSIDE THE HUDDLE Start Date End Date Weekdays Spots/Week	INSIDE HUD 1035 _l Rate Rating	:30	NM	1	\$250.00
Week: 10/29/12 11/04/121- 1	\$250.00 1.30				
34 WISN 10/30/12 11/04/12 Sa 458-6a Start Date End Date Weekdays Spots/Week	456-6AM <u>Rate</u> Rating	:30	NM	1	\$250.00
Week: 10/29/12 11/04/121- 1	\$250.00 2.10				
35 WISN 10/30/12 11/04/12 News Sa 6p-630p Start Date End Date Weekdays Spots/Week	6-630pm <u>Rate</u> Rating	:30	NM	1	\$1,000.00
Week: 10/29/12 11/04/121- 1	\$1,000.00 5.30				
36 WISN 10/30/12 11/04/12 BIG 12 SPORTS SATURD/ Start Date End Date Weekdays Spots/Week		:30	NM	1	\$500.00
Week: 10/29/12 11/04/121- 1	<u>Rate</u> <u>Rating</u> \$500.00 4.70				
37 WISN 10/30/12 11/04/12 News Sat 7-9a Start Date End Date Weekdays Spots/Week	7-9am <u>Rate</u> <u>Rating</u>	:30	NM	1	\$500.00
Week: 10/29/12 11/04/121- 1	\$500.00 3.00				
38 WISN 10/30/12 11/04/12 Late News 10pm Start Date End Date Weekdays Spots/Week	10p-1030p <u>Rate</u> Rating	:30	NM	1	\$3,000.00
Week: 10/29/12 11/04/121 1	\$3,000.00 6.80				
39 WISN 10/30/12 11/04/12 Chris Matthews Start Date End Date Weekdays Spots/Week	*1030a-11a <u>Rate</u> <u>Rating</u>	:30	MM	1	\$150.00
Week: 10/29/12 11/04/121 1	\$150.00 0.50				
40 WISN 10/30/12 11/04/12 Upfront Start Date End Date Weekdays Spots/Week	11-1130p <u>Rate</u> Rating	:30	NM	1	\$200.00
Week: 10/29/12 11/04/121 1	\$200.00 2.20				
41 WISN 10/30/12 11/04/12 Su 458-6a Start Date End Date Weekdays Spots/Week	458-6AM Rate Rating	:30	NM	1	\$200.00
Week: 10/29/12 11/04/121 1	\$200.00 1.40				
42 WISN 10/30/12 11/04/12 News Sun 530pm Start Date End Date Weekdays Spots/Week	530-6p Rate Rating	:30	NM	1	\$1,000.00
Week: 10/29/12 11/04/121 1	\$1,000.00 3.00				
43 WISN 10/30/12 11/04/12 Sun GMA Start Date End Date Weekdays Spots/Week	6-7a	:30	NM	1	\$400.00
Start Date End Date Weekdays Spots/Week	Rate Rating		1		



Contract / Revision Alt Order # 962675 06368271

Contract Dates Product Estimate # 10/30/12 - 11/05/12 AMERICAN CROSSROA1142

<u>Advertiser</u> Original Date / Revision 10/29/12 / 10/29/12 American Crossroads

*Line Ch Start Date End Date Description	Start/End Time	Spots/ Days Length Week	Rate Rtn TypeSpots	Amount
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 1 1	<u>Rate</u> <u>Rat</u> \$400.00 2	ting 50		
44 WISN 10/30/12 11/04/12 News Sun 7-9a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121 1	7-9am <u>Rate</u> <u>Rat</u> \$400.00 3.	:30 ting :30	NM 1	\$400.00
45 WISN 10/30/12 11/04/12 DR. OZ ON Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/121 1	1a-2a <u>Rate</u> <u>Rat</u> \$50.00 0	:30 <u>ting</u> .60	NM 1	\$50.00
46 WISN 10/30/12 11/04/12 Late News 10PM <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121 1	10-1030p <u>Rate</u> <u>Rat</u> \$3,000.00 8	:30 <u>ting</u> .20	NM 1	\$3,000.00
47 WISN 10/30/12 11/04/12 Late News 1030PM Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/121 1	1030p-11p <u>Rate</u> <u>Rat</u> \$1,500.00 5	:30 :ing :10	NM 1	\$1,500.00
48 WISN 10/30/12 11/04/12 Nightline Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/121 1	11p-1130p <u>Rate</u> <u>Rat</u> \$1,000.00 3	:30 ting .20	NM 1	\$1,000.00
49 WISN 10/30/12 11/04/12 Jimmy Kimmel <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121 1	1130-1230a <u>Rate</u> <u>Rat</u> \$400.00 1.	:30 <u>ing</u> .80	NM 1	\$400.00
50 WISN 10/30/12 11/04/12 ANDERSON COOPER <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121 1	M-F 11A-12P <u>Rate</u> <u>Rat</u> \$250.00 1	:30 <u>sing</u> .80	NM 1	\$250.00
51 WISN 10/30/12 11/04/12 ET M-F Start Date	1230a-1a <u>Rate</u> <u>Rat</u> \$100.00 1.	:30 ting .00	NM 1	\$100.00
52 WISN 10/30/12 11/04/12 KATIE COURIC Start Date	M-F 2-3P <u>Rate</u> <u>Rat</u> \$400.00 1.	:30 ting .20	NM 1	\$400.00
53 WISN 10/30/12 11/04/12 3-4p <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121 1	3-4p <u>Rate</u> <u>Rat</u> \$1,250.00 2	:30 ting .80	NM 1	\$1,250.00
54 WISN 10/30/12 11/04/12 DR. OZ Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 1 1	4P-5P <u>Rate</u> <u>Rat</u> \$750.00 2	:30 <u>ting</u> .90	NM 1	\$750.00
55 WISN 10/30/12 11/04/12 News M-F 430a Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/121 1	430-5a <u>Rate</u> <u>Rat</u> \$150.00 0	:30 ting .90	NM 1	\$150.00
56 WISN 10/30/12 11/04/12 News M-F 5p <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121 1	5-530pm <u>Rate</u> <u>Rat</u> \$1,800.00 6	:30 ting :.00	NM 1	\$1,800.00
57 WISN 10/30/12 11/04/12 News M-F 5a Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/121 1	5-6A <u>Rate</u> <u>Rat</u> \$1,000.00 2	:30 <u>ting</u> 80	NM 1	\$1,000.00
58 WISN 10/30/12 11/04/12 News M-F 6p <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121 1	6-630pm <u>Rate</u> <u>Rat</u> \$3,500.00 6	:30 ting :.70	NM 1	\$3,500.00
59 WISN 10/30/12 11/04/12 LIVE WITH KELLY & MICH, Start Date End Date Weekdays Spots/Week	A 9-10am <u>Rate</u> <u>R</u> at	:30 ting	NM 1	\$1,000.00



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

Contract / Revision Alt Order# 962675 06368271

Contract Dates Product Estimate # 10/30/12 - 11/05/12 AMERICAN CROSSRO/1142

Advertiser Original Date / Revision 10/29/12 / 10/29/12 American Crossroads

*Line Ch Start Date End Date Description	Start/End Ti	ime Dav	Spots/ s Length Week	Rate Rtn Type:	Snots	Amount
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 1 1	Rate \$1,000.00	Rating 4.10	o congin trook	Add Mil Type	-	Amount
60 WISN 10/30/12 11/04/12 DR. OZ ON Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 -1 1	1a-2a <u>Rate</u> \$50.00	Rating 0.60	:30	NM	1	\$50.00
61 WISN 10/30/12 11/04/12 Late News 10PM Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 -1 1	10-1030p <u>Rate</u> \$3,000.00	Rating 8.20	:30	NM	1	\$3,000.00
62 WISN 10/30/12 11/04/12 Late News 1030PM Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 -1 1	1030p-11p <u>Rate</u> \$1,500.00	Rating 5.10	:30	NM	1	\$1,500.00
63 WISN 10/30/12 11/04/12 Nightline Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 -1 1	11p-1130p <u>Rate</u> \$1,000.00	Rating 3.20	:30	NM	1	\$1,000.00
64 WISN 10/30/12 11/04/12 Jimmy Kimmel Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 -1 1	1130-1230a <u>Rate</u> \$400.00	Rating 1.80	:30	NM	1	\$400.00
65 WISN 10/30/12 11/04/12 ANDERSON COOPER Start Date	M-F 11A-12P Rate \$250.00	Rating 1.80	:30	NM	1	\$250.00
66 WISN 10/30/12 11/04/12 ET M-F <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12 -1 1	1230a-1a <u>Rate</u> \$100.00	Rating 1.00	:30	NM	1	\$100.00
67 WISN 10/30/12 11/04/12 KATIE COURIC Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 -1 1	M-F 2-3P <u>Rate</u> \$400.00	Rating 1.20	:30	NM	1	\$400.00
68 WISN 10/30/12 11/04/12 3-4p <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12 -1 1	3-4p <u>Rate</u> \$1,250.00	Rating 2.80	:30	NM	1	\$1,250.00
69 WISN 10/30/12 11/04/12 DR. OZ Start Date	4P-5P <u>Rate</u> \$750.00	Rating 2.90	:30	NM	1	\$750.00
70 WISN 10/30/12 11/04/12 News M-F 430a Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 -1 1	430-5a <u>Rate</u> \$150.00	Rating 0.90	:30	NM	1	\$150.00
71 WISN 10/30/12 11/04/12 News M-F 5p <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12 -1 1	5-530pm <u>Rate</u> \$1,800.00	Rating 6.00	:30	NM	1	\$1,800.00
72 WISN 10/30/12 11/04/12 News M-F 5a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12 -1 1	5-6A <u>Rate</u> \$1,000.00	Rating 2.80	:30	NM	1	\$1,000.00
73 WISN 10/30/12 11/04/12 News M-F 6p <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12 -1 1	6-630pm <u>Rate</u> \$3,500.00	Rating 6.70	:30	NM	1	\$3,500.00
74 WISN 10/30/12 11/04/12 *UpFront PrimeTime Start Date	*6-7P <u>Rate</u> \$1,500.00	Rating 6.30	:30	NM	1	\$1,500.00
75 WISN 10/30/12 11/04/12 LIVE WITH KELLY & MICH Start Date End Date Weekdays Spots/Week		Rating	:30	NM	1	\$1,000.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

Contract / Revision Alt Order # 962675 06368271

Contract Dates Product Estimate # 10/30/12 - 11/05/12 AMERICAN CROSSRO 1142

<u>Advertiser</u> Original Date / Revision 10/29/12 / 10/29/12 American Crossroads

		Spots/		
*Line Ch Start Date End Date Description	Start/End Time Days	Length Week	Rate Rfn TypeSpots	Amount
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 -1 1	<u>Rate</u> <u>Rating</u> \$1,000.00 4.10			
76 WISN 10/30/12 11/04/12 DR. OZ ON Start Date	1a-2a <u>Rate</u> <u>Rating</u> \$50.00 0.60	:30	NM 1	\$50.00
77 WISN 10/30/12 11/04/12 Late News 10PM <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121 1	10-1030p <u>Rate</u> <u>Rating</u> \$3,000.00 8.20	:30	NM 1	\$3,000.00
78 WISN 10/30/12 11/04/12 Late News 1030PM <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121 1	1030p-11p <u>Rate</u> <u>Rating</u> \$1,500.00 5.10	:30	NM 1	\$1,500.00
79 WISN 10/30/12 11/04/12 Nightline <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121 1	11p-1130p <u>Rate</u> <u>Rating</u> \$1,000.00 3.20	:30	NM 1	\$1,000.00
80 WISN 10/30/12 11/04/12 Jimmy Kimmel <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121 1	1130-1230a <u>Rate</u> <u>Rating</u> \$400.00 1.80	:30	NM 1	\$400.00
81 WISN 10/30/12 11/04/12 ANDERSON COOPER Start Date	M-F 11A-12P <u>Rate</u> <u>Ratinq</u> \$250.00 1.80	:30	NM 1	\$250.00
82 WISN 10/30/12 11/04/12 ET M-F <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121 1	1230a-1a <u>Rate</u> <u>Rating</u> \$100.00 1.00	:30	NM 1	\$100.00
83 WISN 10/30/12 11/04/12 KATIE COURIC <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121 1	M-F 2-3P <u>Rate</u> <u>Rating</u> \$400.00 1.20	:30	NM 1	\$400.00
84 WISN 10/30/12 11/04/12 3-4p <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121 1	3-4p Rate Rating \$1,250.00 2.80	:30	NM 1	\$1,250.00
85 WISN 10/30/12 11/04/12 DR. OZ <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121 1	4P-5P <u>Rate Rating</u> \$750.00 2.90	:30	NM 1	\$750.00
86 WISN 10/30/12 11/04/12 News M-F 430a Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/121 1	430-5a <u>Rate</u> <u>Rating</u> \$150.00 0.90	:30	NM 1	\$150.00
87 WISN 10/30/12 11/04/12 News M-F 5p Start Date	5-530pm <u>Rate</u> <u>Rating</u> \$1,800.00 6.00	:30	NM 1	\$1,800.00
88 WISN 10/30/12 11/04/12 News M-F 5a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121 1	5-6A <u>Rate</u> <u>Rating</u> \$1,000.00 2.80	:30	NM 1	\$1,000.00
89 WISN 10/30/12 11/04/12 News M-F 6p <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121 1	6-630pm <u>Rate</u> <u>Rating</u> \$3,500.00 6.70	:30	NM 1	\$3,500.00
90 WISN 10/30/12 11/04/12 LIVE WITH KELLY & MICH Start Date	A 9-10am <u>Rate</u> <u>Rating</u> \$1,000.00 4.10	:30	NM 1	\$1,000.00
N 91 WISN 10/30/12 11/02/12 News M-F 430a Start Date End Date Weekdays Spots/Week	430-5a <u>Rate</u> <u>Rating</u>	:30	NM 4	\$1,000.00

Print Date 10/29/12



	Contract / Revision 962675 /	Alt Order # 06368271
<u>Contract Dates</u> 10/30/12 - 11/05/12	Product AMERICAN CROSSRO	Estimate #
Advertiser	Oric	inal Date / Revision
American Crossroads	1	0/29/12 / 10/29/12

							i		
*Line Ch Start D	ate End Date	Descript	ion	Start/End T	ime Days	Spots/ Week	Rate Rtn	Type Spots	Amount
		/eekdays -WTF	<u>Spots/Week</u> 4	<u>Rate</u> \$250.00	Rating 0.00	 			
						Totals	307.40	94	\$99,450.00
Time Period	# of Spo	ts Gro	ss Amount	Net Amount					
10/29/12 -11/05/12	9	94 \$	99,450.00	\$84,532.50					
Totals	S	}4 \$	99,450.00	\$84,532.50					
Signature:					Date:				

TERMS AND STANDARD CONDITIONS FOR PURCHASE OF BROADCAST ADVERTISING

The person, firm or other business entity ("Agency") contracting to purchase broadcast advertising time on behalf of the advertiser named on the face of this contract ("Advertiser") and the station accepting this contract ("Station") hereby agree that this contract shall be governed by the following conditions and terms:

BILLING AND PAYMENTS

- (a) Station will, from time to time at intervals following broadcasts hereunder, bill Agency on behalf of Advertiser at address on the face hereof. Agency shall pay Station thereon at address on bill on or before the 15th day of each month following that in which broadcast occurred or on such other date as may be specified in the invoice.
- (b) Except where this contract is made directly with the Advertiser described on the face of this contract, it is understood that Agency makes this contract both for itself and as agent for the Advertiser and that Agency agrees, on behalf of the Advertiser and of itself, that Agency and Advertiser are and shall be jointly and severally liable for all payments to be made by agency to Station and for all obligations undertaken to be performed by Agency.

2. TERMINATION

- (a) Unless otherwise specified on the face hereof, either party may terminate this contract, without cause, upon giving the other party at least 28 days prior notice provided that, if notice is given by Agency, termination shall not be effective until after two (2) weeks of broadcasting hereunder. If Agency so terminates this contract, it shall pay Station at the earned rate for all broadcasts pursuant to this contract through the effective date of termination.
- (b) Station may, upon notice to Agency, terminate this contract at any time; (i) upon material breach by Agency; (ii) if Station fails to receive timety payment on billing; or (iii) if Advertiser's or Agency's credit is, in Station's reasonable opinion, impaired. Upon such termination, all unpaid accrued charges hereunder shall immediately become due and payable. The Agency's only liability shall be to pay for telecasts completed hereunder prior to cancellation by Station.
- (c) Agency may, upon notice to Station, terminate this contract at any time upon material breach by Station. Upon such termination, the Station's only liability shall be to pay as liquidated damages a sum equal to the lesser of the following: (i) the actual noncancellable out-of-pocket costs necessarily incurred by Agency in performance of this contract through date of such termination, or (ii) the total which would be due to Station hereunder if, on the date on which Agency gives notice of cancellation, Station had given notice of termination pursuant to Paragraph 2(a) effective at the earliest date permitted thereunder.
- (d) Neither party shall have any liability to the other upon termination pursuant to this Paragraph 2, except as provided in this Paragraph 2 and Paragraph 7.

3. OMISSION OF BROADCAST

If, as a result of an act of God, force majeure, public emergency, labor dispute, restriction imposed by law or governmental order, mechanical breakdown, or where necessary to enable the Station to comply with the Communications Act of 1934, as amended, to satisfy the "reasonable access" and/or "equal opportunity" requirements for certain political candidates, or any other similar or dissimilar cause beyond the Station's reasonable control, Station fails to broadcast any or all of the announcement(s) or programs to be broadcast hereunder, Station shall not be in breach hereof, but Agency shall be entitled to an adjustment as follows: (i) if no part of a scheduled broadcast is made, a later broadcast shall be made at a reasonably satisfactory substitute date and time, and if no such time is available, the time charges allocable to the omitted broadcast shall be waived; (ii) if a material part, but not all, of a scheduled broadcast is omitted, a later broadcast shall be made at a reasonable substitute date and time, and Agency shall continue to pay full charge. The foregoing shall not deprive Agency of the benefit of any discounts which it would have earned hereunder if the broadcast had been made in its entirety.

4. PREEMPTIONS

Station shall have the right to cancel any broadcast or portion thereof covered by this contract in order to broadcast any program or event which, in the Station's sole discretion, it deems to be of greater public interest or significance. Station may also recapture time previously sold when necessary to comply with its obligations to make available "reasonable access" and/or "equal opportunities" to certain political candidates under the Communications Act of 1934, as amended. Station will notify Agency of such cancellation as promptly as reasonably possible, if the parties cannot agree upon a satisfactory substitute date and time, the broadcast so preempted shall be deemed canceled without affecting the rate, discounts or rights provided under this contract, except that Agency will not have to pay Station any charges allocable to the canceled broadcast.

5. FIXED RATE PURCHASES

Notwithstanding the provisions of Paragraphs 3 and 4 above, unless the omitted or preempted announcement was purchased as a single buy or at a fixed (i.e., not a preemptible) rate, and it is so indicated on the face of this contract, Station may preempt at its sole discretion for any reason. In the event of preemption or omission, unless otherwise agreed to by Station, Agency shall continue to pay the full charge (no credit or refund will be given) but Agency shall be accorded another announcement at a reasonably satisfactory substitute date and time, at no additional charge therefor.

S. AGENCY MATERIAL

All commercial materials (if so specified on the face of this contract, all program materials, including talent) shall be furnished by Agency and delivered to Station at Agency's sole cost and expense. Agency shall deliver all materials not less than 48 hours (exclusive of Saturdays, Sundays and holidays) in advance of broadcast. All materials furnished by Agency (i) shall not be contrary to the public interest, (ii) shall conform to the Station's then existing program and operating policies and quality standards, and (iii) are subject to Station's prior approval and continuing right to reject or to cause Agency to edit such materials. Station will not be liable for loss or damage to Agency's material or, even if accepted by Station, for communications from others.

If Agency requests within 30 days of last broadcast hereunder, Station will, at Agency's expense, return Agency material to Agency. If Agency does not so request, Station has the right to dispose of all Agency material any time after 60 days following the last broadcast hereunder.

7. INDEMNIFICATION

Agency and Advertiser will jointly and severally indemnify and hold harmless Station from and against all claims, demands, debts, obligations or charges (including reasonable attorney fees and disbursements) which arise out of or result from the broadcast, preparation for broadcast or contemplated broadcast of materials furnished by or on behalf of Agency and/or Advertiser or furnished by Station at Agency's request for use in connection with Agency's or Advertiser's commercial material, and Station will similarly indemnify and hold harmless Agency and Advertiser with respect to all materials furnished by Station. The indemnitee shall promptly notify and cooperate with the indemnitor with respect to any claim. The provisions of this paragraph shall survive the termination or expiration of this contract.

8. CONSEQUENTIAL DAMAGES

Agency and Station hereby agree that consequential damages resulting from any breach of this contract, pursuant to Paragraph 2, or any omission of broadcast, pursuant to Paragraph 3, or any preemption of broadcast, pursuant to Paragraph 4, are speculative and neither Agency not Station shall be held liable for any consequential damages incurred. This consequential damage exclusion provision is an allocation of risk separate and apart from provisions specifying or limiting either Agency's or Station's remedies for breach.

9. GENERAL

(a) Station will broadcast the announcements and programs covered by this contract on the dates and at the approximate hourly times provided on the

face hereof.

(b) Ti	ne Station shall exercise normal precautions in handling of property and mail, but assumes no liability for loss or damage to program or commercial
materials and other property furnished	d by the Agency in connection with broadcasts hereunder. The Station will not accept or process mail, correspondence, or telephone calls in
connection with broadcasts except af	er its prior approval.

Agency is acting as agent for a disclosed principal (i.e., the Advertiser named on the face hereof) and Agency will act as agent for making payment on all billings hereunder. However, Agency shall be primarily liable for the Advertiser's payment of sums due hereunder and Station shall look initially to Agency for the payment thereof unless and until Agency fails to timely remit payment or becomes insolvent. Advertiser shall be liable to Station and not to agency on all unpaid billings for services rendered by Station hereunder (excluding advertising agency commissions), but only to the extent that Advertiser has not theretofore made payment to the Agency thereon, and to the extent that Advertiser has not theretofore made payment to the Agency thereon (i) while knowing that Agency has entered into an agreement or arrangement purporting to assign or pledge to a third party monies which may be or become payable by Advertiser or Agency, or that Agency was in danger of becoming insolvent; or (ii) after receiving notice (together with a current statement of account) from Station that Agency is seriously delinquent under this or any other advertising agreement(s) between Station and Agency be failing to make payment on billings within 45 days after the end of the month in which service is provided thereunder. Nothing herein contained relating to the payment of billings by Agency shall be construed so as to relieve Advertiser of, or diminish Advertiser's liability for breach of its obligations hereunder. If this contract is with a media buying service, all references herein to Agency shall allowed.

(d) Agency shall not assign this contract except to another agency which succeeds to its business of representing Advertiser and provided such other agency assumes all its obligations hereunder. Advertiser may, upon notice to Station, change its agency and only the successor agency shall be entitled to commissions, if any, on billings for broadcasts thereafter. Station is not required to broadcast hereunder for the benefit of any person other than Advertiser, or for a product or service other than that named on the face hereof.

(e) This contract contains the entire understanding between the parties, cannot be changed or terminated orally, and shall be construed in accordance with the laws of the State of New York, and with the Communications Act of 1934, as amended, and with the rules and regulations of the FCC issued pursuant thereto. When there is any inconsistency between these standard conditions and a provision on the face hereof, the latter shall govern. Failure of either party to enforce any of the provisions hereof shall not be construed as a general relinquishment or waiver of that or any other provision. All notices hereunder (except for notices under Paragraph 4) shall be in writing, given only by prepaid telegram or mail, addressed to the other party at the address on the face hereof, and shall be deemed given on the date of dispatch.

[For additional information relating to political advertising, Agencies and Advertisers are encouraged to request a copy of the Station's current political advertising disclosure statement.]

Advertiser Ref

CONTRACT



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

And:

Cross Roads Media 3704 W Lincoln Way Suite 293 Ames, IA 50014

	Contract / Rev	vision	Alt Order #	Alt Order #		
	962675	/ 1	06368271			
Product						
AMERICAN CROSSROAD	s					
Contract Dates	Estimate #					
10/30/12 - 11/05/12	1142					
<u>Advertiser</u>			Original Date	/ Revision		
American Crossroads			10/30/12	/ 10/30/12		
	Billing Cycle	Billing	Calendar	Cash/Trade		
	EOM/EOC	Broado	cast	Cash		
	<u>Station</u>	Accour	nt Executive	Sales Office		
	WISN	Will Hi	ldebrandt	HRP -Washingt		
	Special Hand	ling		1		
	Demographic					
	Adults 35+					
				Total Ratings		
				307.40		
·	IDB#	Advert	iser Code	Product Code		
		11		27		

Agency Ref

*Line Ch Start Date End Date Description	Start/End Time Days	Spots/ Length Week	Rate Rtn TypeSpots	Amount
1 WISN 10/30/12 11/04/12 DR. OZ ON <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121 1	1a-2a <u>Rate</u> <u>Rating</u> \$50.00 0.60	:30	NM 1	\$50.00
2 WISN 10/30/12 11/04/12 Late News 10PM <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121 1	10-1030p <u>Rate</u> <u>Rating</u> \$3,000.00 8.20	:30	NM 1	\$3,000.00
3 WISN 10/30/12 11/04/12 Late News 1030PM <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121 1	1030p-11p <u>Rate</u> <u>Rating</u> \$1,500.00 5.10	:30	NM 1	\$1,500.00
4 WISN 10/30/12 11/04/12 Nightline <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121 1	11p-1130p <u>Rate</u> <u>Rating</u> \$1,000.00 3.20	:30	NM 1	\$1,000.00
5 WISN 10/30/12 11/04/12 Jimmy Kimmel Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/121 1	1130-1230a <u>Rate</u> <u>Rating</u> \$400.00 1.80	:30	NM 1	\$400.00
6 WISN 10/30/12 11/04/12 ANDERSON COOPER Start Date	M-F 11A-12P <u>Rate</u> <u>Rating</u> \$250.00 1.80	:30	NM 1	\$250.00
7 WISN 10/30/12 11/04/12 ET M-F <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121 1	1230a-1a <u>Rate</u> <u>Rating</u> \$100.00 1.00	:30	NM 1	\$100.00
8 WISN 10/30/12 11/04/12 KATIE COURIC <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121 1	M-F 2-3P <u>Rate</u> <u>Rating</u> \$400.00 1.20	:30	NM 1	\$400.00
9 WISN 10/30/12 11/04/12 3-4p <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121 1	3-4p Rate Rating \$1,250.00 2.80	:30	NM 1	\$1,250.00
10 WISN 10/30/12 11/04/12 DR. OZ <u>Start Date End Date Weekdays Spots/Week</u> Week: 10/29/12 11/04/121 1	4P-5P <u>Rate</u> <u>Rating</u> \$750.00 2.90	:30	NM 1	\$750.00
11 WISN 10/30/12 11/04/12 News M-F 430a	430-5a	:30	NM 1	\$150.00

(* Line Transactions: N = New, E = Edited, D = Deleted)



	Contract / Revision	Alt Order #
	962675 / 1	06368271
Contract Dates	Product	Estimate #
10/30/12 - 11/05/12	AMERICAN CROSSR	OA1142

<u>Advertiser</u> Original Date / Revision 10/30/12 / 10/30/12 American Crossroads

		American Cro	SSIDAUS	10/30/12	, 10	130/12
*Line Ch Start Date End Date Description	Start/End T	ime Days	Spots/ Length Week	Rate Rtn TypeSpo	ıts	Amount
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 1 1	<u>Rate</u> \$150.00	Rating 0.90				
12 WISN 10/30/12 11/04/12 News M-F 5p Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/121 1	5-530pm <u>Rate</u> \$1,800.00	Rating 6.00	:30	NM	1	\$1,800.00
13 WISN 10/30/12 11/04/12 News M-F 5a Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/121 1	5-6A <u>Rate</u> \$1,000.00	Rating 2.80	:30	NM	1	\$1,000.00
14 WISN 10/30/12 11/04/12 News M-F 6p Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 1 1	6-630pm <u>Rate</u> \$3,500.00	Rating 6.70	:30	NM	1	\$3,500.00
15 WISN 10/30/12 11/04/12 LIVE WITH KELLY & MICH. Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/121 1	A 9-10am <u>Rate</u> \$1,000.00	Rating 4.10	:30	NM	1	\$1,000.00
16 WISN 11/05/12 11/05/12 DR. OZ ON <u>Start Date End Date Weekdays Spots/Week</u> Week: 11/05/12 11/11/12 1 1	1a-2a <u>Rate</u> \$50.00	Rating 0.60	:30	МИ	1	\$50.00
17 WISN 11/05/12 11/05/12 Late News 10PM <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 11/05/12 11/11/12 1 1	10-1030p <u>Rate</u> \$3,000.00	Rating 8.20	:30	NM	1	\$3,000.00
18 WISN 11/05/12 11/05/12 Late News 1030PM <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 11/05/12 11/11/12 1 1	1030p-11p <u>Rate</u> \$1,500.00	Rating 5.10	:30	NM	1	\$1,500.00
19 WISN 11/05/12 11/05/12 Nightline Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 1 1	11p-1130p <u>Rate</u> \$1,000.00	Rating 3.20	:30	ММ	1	\$1,000.00
20 WISN 11/05/12 11/05/12 Jimmy Kimmel Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 1 1	1130-1230a <u>Rate</u> \$400.00	Rating 1.80	:30	NM	1	\$400.00
21 WISN 11/05/12 11/05/12 ANDERSON COOPER Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 1 1	M-F 11A-12F <u>Rate</u> \$250.00	Rating 1.80	:30	NM	1	\$250.00
22 WISN 11/05/12 11/05/12 ET M-F Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 1 1	1230a-1a <u>Rate</u> \$100.00	Rating 1.00	:30	NM	1	\$100.00
23 WISN 11/05/12 11/05/12 KATIE COURIC Start Date	M-F 2-3P <u>Rate</u> \$400.00	Rating 1.20	:30	NM	1	\$400.00
24 WISN 11/05/12 11/05/12 3-4p Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 1 1	3-4p <u>Rate</u> \$1,250.00	Rating 2.80	:30	NM	1	\$1,250.00
25 WISN 11/05/12 11/05/12 DR. OZ <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 11/05/12 11/11/12 1 1	4P-5P <u>Rate</u> \$750.00	Rating 2.90	:30	NM	1	\$750.00
26 WISN 11/05/12 11/05/12 News M-F 430a Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 1 1	430-5a <u>Rate</u> \$150.00	Rating 0.90	:30	NM	1	\$150.00
27 WISN 11/05/12 11/05/12 News M-F 5p Start Date End Date Weekdays Spots/Week	5-530pm Rate	Ratino	:30	NM	1	\$1,800.00

Rate Rating

Spots/Week



Contract / Revision Alt Order # 962675 06368271 / 1

Contract Dates Product Estimate # 10/30/12 - 11/05/12 AMERICAN CROSSROA1142

<u>Advertiser</u> Original Date / Revision 10/30/12 / 10/30/12 American Crossroads

*Line Ch Start Date End Date Description	Start/End Time	Spots/ Days Length Week F	Rate Rtn TypeSpots	Amount
Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 1 1	<u>Rate</u> <u>Ratin</u> \$1,800.00 6.0			
28 WISN 11/05/12 11/05/12 News M-F 5a Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 1 1	5-6A <u>Rate</u> <u>Ratin</u> \$1,000.00 2.8		NM 1	\$1,000.00
29 WISN 11/05/12 11/05/12 News M-F 6p Start Date End Date Weekdays Spots/Week	6-630pm Rate Ratin	:30	NM 1	\$3,500.00
Week: 11/05/12 11/11/12 1 1 30 WISN 11/05/12 11/05/12 LIVE WITH KELLY & MICH Start Date End Date Weekdays Spots/Week	Rate Ratin	:30	NM 1	\$1,000.00
Week: 11/05/12 11/11/12 1 1 31 WISN 11/05/12 11/05/12 Castle Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 1 1	\$1,000.00 4.1 Mon 9-10p Rate Ratin	:30	NM 1	\$7,500.00
32 WISN 10/30/12 11/04/12 Late News Sa 10pm Start Date End Date Weekdays Spots/Week	\$7,500.00 16.7 10-1035p Rate Ratin	:30	NM 1	\$850.00
Week: 10/29/12 11/04/12 1- 1 33 WISN 10/30/12 11/04/12 INSIDE THE HUDDLE Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 1- 1	\$850.00 2.8 INSIDE HUD 1035 Rate Ratin \$250.00 1.3	:30	NM 1	\$250.00
34 WISN 10/30/12 11/04/12 Sa 458-6a Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/121- 1	456-6AM <u>Rate</u> <u>Ratin</u> \$250.00 2.1	:30	NM 1	\$250.00
35 WISN 10/30/12 11/04/12 News Sa 6p-630p Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/121- 1	6-630pm <u>Rate</u> <u>Ratin</u> \$1,000.00 5.3		NM 1	\$1,000.00
36 WISN 10/30/12 11/04/12 BIG 12 SPORTS SATURDA <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121- 1	A\630-7p, 6-630p <u>Rate</u> <u>Ratin</u> \$500.00 4.7		NM 1	\$500.00
37 WISN 10/30/12 11/04/12 News Sat 7-9a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121- 1	7-9am <u>Rate</u> <u>Ratin</u> \$500.00 3.0		NM 1	\$500.00
38 WISN 10/30/12 11/04/12 Late News 10pm Start Date	10p-1030p <u>Rate</u> <u>Ratin</u> \$3,000.00 6.8		NM 1	\$3,000.00
39 WISN 10/30/12 11/04/12 Chris Matthews Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/121 1	*1030a-11a <u>Rate</u> <u>Ratin</u> \$150.00 0.5		NM 1	\$150.00
40 WISN 10/30/12 11/04/12 Upfront Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/121 1	11-1130p <u>Rate</u> <u>Ratin</u> \$200.00 2.2		NM 1	\$200.00
41 WISN 10/30/12 11/04/12 Su 458-6a Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/121 1	458-6AM <u>Rate</u> <u>Ratin</u> \$200.00 1.4	:30	NM 1	\$200.00
42 WISN 10/30/12 11/04/12 News Sun 530pm Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/121 1	530-6p <u>Rate</u> <u>Ratin</u> \$1,000.00 3.0	:30	NM 1	\$1,000.00
43 WISN 10/30/12 11/04/12 Sun GMA Start Date End Date Weekdays Spots/Week	6-7a Rate Ratin	:30	NM 1	\$400.00



Contract / Revision Alt Order# 962675 06368271

Contract Dates Product Estimate # 10/30/12 - 11/05/12 AMERICAN CROSSRO/1142

Advertiser Original Date / Revision 10/30/12 / 10/30/12 American Crossroads

*Line Ch Start Date End Date Description	Start/End Ti	ime Days	Spots/ Length Week	Rate Rtn TypeS	Spots	Amount
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121 1	<u>Rate</u> \$400.00	Rating 2,50				
44 WISN 10/30/12 11/04/12 News Sun 7-9a Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/121 1	7-9am <u>Rate</u> \$400.00	Rating 3.30	:30	ММ	1	\$400.00
45 WISN 10/30/12 11/04/12 DR. OZ ON <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121 1	1a-2a <u>Rate</u> \$50.00	Rating 0.60	:30	MM	1	\$50.00
46 WISN 10/30/12 11/04/12 Late News 10PM <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121 1	10-1030p <u>Rate</u> \$3,000.00	Rating 8.20	:30	NM	1	\$3,000.00
47 WISN 10/30/12 11/04/12 Late News 1030PM <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121 1	1030p-11p <u>Rate</u> \$1,500.00	Rating 5.10	:30	NM	1	\$1,500.00
48 WISN 10/30/12 11/04/12 Nightline <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121 1	11p-1130p <u>Rate</u> \$1,000.00	Rating 3.20	:30	ММ	1	\$1,000.00
49 WISN 10/30/12 11/04/12 Jimmy Kimmel <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121 1	1130-1230a <u>Rate</u> \$400.00	Rating 1.80	:30	MM	1	\$400.00
50 WISN 10/30/12 11/04/12 ANDERSON COOPER Start Date	M-F 11A-12P <u>Rate</u> \$250.00	Rating 1.80	:30	ММ	1	\$250.00
51 WISN 10/30/12 11/04/12 ET M-F <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121 1	1230a-1a <u>Rate</u> \$100.00	Rating 1.00	:30	ММ	1	\$100.00
52 WISN 10/30/12 11/04/12 KATIE COURIC Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 1 1	M-F 2-3P <u>Rate</u> \$400.00	Rating 1.20	:30	NM	1	\$400.00
53 WISN 10/30/12 11/04/12 3-4p <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121 1	3-4p <u>Rate</u> \$1,250.00	Rating 2.80	:30	NM	1	\$1,250.00
54 WISN 10/30/12 11/04/12 DR. OZ Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 1 1	4P-5P <u>Rate</u> \$750.00	Rating 2.90	:30	NM	1	\$750.00
55 WISN 10/30/12 11/04/12 News M-F 430a Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/121 1	430-5a <u>Rate</u> \$150.00	Rating 0.90	:30	NM	1	\$150.00
56 WISN 10/30/12 11/04/12 News M-F 5p <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121 1	5-530pm <u>Rate</u> \$1,800.00	Rating 6.00	:30	NM	1	\$1,800.00
57 WISN 10/30/12 11/04/12 News M-F 5a Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 1 1	5-6A <u>Rate</u> \$1,000.00	Rating 2.80	:30	МИ	1	\$1,000.00
58 WISN 10/30/12 11/04/12 News M-F 6p Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/121 1	6-630pm <u>Rate</u> \$3,500.00	Rating 6.70	:30	ММ	1	\$3,500.00
59 WISN 10/30/12 11/04/12 LIVE WITH KELLY & MICHA Start Date End Date Weekdays Spots/Week	\ 9-10am <u>Rate</u>	Rating	:30	NM	1	\$1,000.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

Contract / Revision	Alt Order #
962675 / 1	06368271

Contract Dates Product Estimate# 10/30/12 - 11/05/12 AMERICAN CROSSRO 1142

<u>Advertiser</u> Original Date / Revision 10/30/12 / 10/30/12 American Crossroads

time Ob Chat Date For I D D 1 /	•	Spots/		
*Line Ch Start Date End Date Description Start Date End Date Weekdays Spots/Week		ys Length Week	Rate Rtn TypeSpots	Amount
Week: 10/29/12 11/04/121 1	<u>Rate</u> <u>Rating</u> \$1,000.00 4.10			
60 WISN 10/30/12 11/04/12 DR. OZ ON	1a-2a	:30	NM 1	\$50.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 -1 1	<u>Rate</u> <u>Ratinq</u> \$50.00 0.60			
61 WISN 10/30/12 11/04/12 Late News 10PM	10-1030p	:30	NM 1	\$3,000.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 -1 1	<u>Rate</u> <u>Rating</u> \$3,000.00 8.20			, - ,
62 WISN 10/30/12 11/04/12 Late News 1030PM	1030p-11p	:30	NM 1	\$1,500.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 -1 1	<u>Rate</u> <u>Rating</u> \$1,500.00 5.10			
63 WISN 10/30/12 11/04/12 Nightline	11p-1130p	:30	NM 1	\$1,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12 -1 1	Rate Rating \$1,000.00 3.20		,	\$1,000.00
64 WISN 10/30/12 11/04/12 Jimmy Kimmel	1130-1230a	:30	NM 1	\$400.00
Start Date End Date Weekdays Spots/Week	Rate Rating	.00	TAIVI 1	\$400.00
Week: 10/29/12 11/04/12 -1 1 65 WISN 10/30/12 11/04/12 ANDERSON COOPER	\$400.00 1.80 M-F 11A-12P	:30	Niha	**
Start Date End Date Weekdays Spots/Week	Rate Rating	.30	NM 1	\$250.00
Week: 10/29/12 11/04/12 -1 1 66 WISN 10/30/12 11/04/12 ET M-F	\$250.00 1.80			
Start Date End Date Weekdays Spots/Week	1230a-1a <u>Rate</u> Rating	:30	NM 1	\$100.00
Week: 10/29/12 11/04/12 -1 1	\$100.00 1.00			
67 WISN 10/30/12 11/04/12 KATIE COURIC Start Date End Date Weekdays Spots/Week	M-F 2-3P	:30	NM 1	\$400.00
Week: 10/29/12 11/04/12 -1 1	<u>Rate</u> <u>Rating</u> \$400.00 1.20			
68 WISN 10/30/12 11/04/12 3-4p Start Date End Date Weekdays Spots/Week	3-4p	:30	NM 1	\$1,250.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 -1 1	<u>Rate</u> <u>Rating</u> \$1,250.00 2.80			
69 WISN 10/30/12 11/04/12 DR. OZ <u>Start Date End Date Weekdays Spots/Week</u>	4P-5P	:30	NM 1	\$750.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 -1 1	Rate Rating \$750.00 2.90			
70 WISN 10/30/12 11/04/12 News M-F 430a	430-5a	:30	NM 1	\$150.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 -1 1	<u>Rate</u> <u>Rating</u> \$150.00 0.90			
71 WISN 10/30/12 11/04/12 News M-F 5p	5-530pm	:30	NM 1	\$1,800.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 -1 1	Rate Rating \$1,800.00 6.00			
72 WISN 10/30/12 11/04/12 News M-F 5a	5-6A	:30	NM 1	\$1,000.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 -1 1	Rate Rating \$1,000.00 2.80			**,*******
73 WISN 10/30/12 11/04/12 News M-F 6p	6-630pm	:30	NM 1	\$3,500.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 -1 1	<u>Rate</u> <u>Rating</u> \$3,500.00 6.70			
N 74 WISN 10/30/12 11/04/12 *UpFront PrimeTime	*6-7P	:30	NM 2	\$1,500.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 -1 1	<u>Rate</u> <u>Rating</u> \$1,500.00 6.30			•
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WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

Contract / Revision Alt Order# 962675 06368271 1

Contract Dates Product Estimate # 10/30/12 - 11/05/12 AMERICAN CROSSRO 1142

Advertiser Original Date / Revision 10/30/12 / 10/30/12 American Crossroads

			Spots	/			
*Line Ch Start Date End Date Description	Start/End Tin	me Days Le	ength Week	Rate	Rtn Typ	e Spots	Amount
Start Date End Date Weekdays Spots/Week		Rating					
Spot Ch Date Range Description	Start/End Tim		<u>Length</u>	<u>Rate</u>	Rtg Typ		
1 WISN 10/29/12-11/04/12 *UpFront PrimeTime	*6-7P	-Tu	:30	\$ 1,500.00	6.30 NA	1	
See MG 74.2,74.3	********					.1	
2 WISN 11/03/12-11/03/12 BIG 12 SPORTS SATURD M MG for 74.1 10/30	/A1630-7p, 6-63L	0pSa-	:30	\$1,000.00	3.30 NN	¹	
3 WISN 11/03/12-11/03/12 INSIDE THE HUDDLE	INSIDE HUD	1035 Sa-	:30	ቁፍሰስ ሰስ	3.00 NN	,	
⊕ MG for 74.1 10/30	WOIDE HOD	71000 54	.50	ψυσυ.υσ	3.00 N	"1	
75 WISN 10/30/12 11/04/12 LIVE WITH KELLY & MICH	IA 9-10am		:30		NN	7 1	\$1,000.00
Start Date End Date Weekdays Spots/Week	Rate	Rating	.00		146	" '	Ψ1,000.00
Week: 10/29/12 11/04/12 -1 1	\$1,000.00	4.10					
76 WISN 10/30/12 11/04/12 DR. OZ ON	1a-2a		:30		NN	7 1 1	\$50.00
Start Date End Date Weekdays Spots/Week	Rate						
Week: 10/29/12 11/04/121 1	\$50.00	0.60				_]	
77 WISN 10/30/12 11/04/12 Late News 10PM	10-1030p		:30		NN	Λ 1	\$3,000.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 1 1	Rate	Rating					
	\$3,000.00	8.20				4	
78 WISN 10/30/12 11/04/12 Late News 1030PM	1030p-11p	Dalias	:30		NI	A 1	\$1,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121 1	Rate \$1,500.00	Rating 5,10					
79 WISN 10/30/12 11/04/12 Nightline	11p-1130p	0.10	.00				
Start Date End Date Weekdays Spots/Week		Rating	:30		NN	<i>I</i> 1	\$1,000.00
Week: 10/29/12 11/04/121 1	\$1,000.00	3.20					
80 WISN 10/30/12 11/04/12 Jimmy Kimmel	1130-1230a		:30	***	NN	7 1	\$400.00
Start Date End Date Weekdays Spots/Week		Rating	.00		141	" '	Ψ400.00
Week: 10/29/12 11/04/121 1	\$400.00	1.80					
81 WISN 10/30/12 11/04/12 ANDERSON COOPER	M-F 11A-12P		:30		N	A 1	\$250.00
Start Date End Date Weekdays Spots/Week		Rating					
Week: 10/29/12 11/04/121 1	\$250.00	1.80				_	
82 WISN 10/30/12 11/04/12 ET M-F	1230a-1a		:30		N	A 1	\$100.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121 1	<u>Rate</u> \$100.00	Rating 1.00					
		1.00					
83 WISN 10/30/12 11/04/12 KATIE COURIC Start Date End Date Weekdays Spots/Week	M-F 2-3P	Dating	:30		N!	/i] 1	\$400.00
Week: 10/29/12 11/04/121 1	Rate \$400.00	1.20					
84 WISN 10/30/12 11/04/12 3-4p	3-4p	17.00	:30		NI		64.050.00
Start Date End Date Weekdays Spots/Week	•	Rating	.50		MI	A 1	\$1,250.00
Week: 10/29/12 11/04/121 1	\$1,250.00	2.80					
85 WISN 10/30/12 11/04/12 DR. OZ	4P-5P		:30		Ni	л Л	\$750.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>	Rating				"I '	Ψ, 50,00
Week: 10/29/12 11/04/121 1	\$750.00	2.90					
86 WISN 10/30/12 11/04/12 News M-F 430a	430-5a		:30		Ni	V 1	\$150.00
Start Date End Date Weekdays Spots/Week		Rating					
Week: 10/29/12 11/04/121 1	\$150.00	0.90				_	
87 WISN 10/30/12 11/04/12 News M-F 5p	5-530pm	.	:30		N	Л 1	\$1,800.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 1 1	<u>Rate</u> \$1,800.00	Rating 6.00					
	***************************************	0,00					
88 WISN 10/30/12 11/04/12 News M-F 5a Start Date End Date Weekdays Spots/Week	5-6A Pate	Poting	:30		N	VI 1	\$1,000.00
State Date Line Date VVCCRGays Spots/VVCCK	<u>Rate</u>	rvanniñ				1	

/ 10/30/12

Alt Order#

10/30/12



962675 06368271 Contract Dates Estimate # Product 10/30/12 - 11/05/12 AMERICAN CROSSRO/1142 Advertiser Original Date / Revision

Contract / Revision

*Line Ch Start Date End Date	e Description	Start/End T	ime Days	Spots/ Length Week	Rate Rtn Typ	e Spots	Amount
	<u>Weekdays</u> <u>Spots/Week</u> 1 1	<u>Rate</u> \$1,000.00	Rating 2.80				-
	News M-F 6p <u>Weekdays</u> <u>Spots/Week</u> 1 1	6-630pm <u>Rate</u> \$3,500.00	Rating 6.70	:30	N	1	\$3,500.00
———	LIVE WITH KELLY & MICHA Weekdays Spots/Week 1 1	A 9-10am <u>Rate</u> \$1,000.00	Rating 4.10	:30	N	1	\$1,000.00
	News M-F 430a <u>Neekdays</u> <u>Spots/Week</u> WTF 4	430-5a <u>Rate</u> \$250.00	Rating 0.00	:30	Nr	4	\$1,000.00
				Totals	307.40	95	\$99,450.00

American Crossroads

Time Period	# of Spots	Gross Amount	Net Amount
10/29/12 -11/05/12	95	\$99,450.00	\$84,532.50
Totals	95	\$99,450.00	\$84,532.50

Signature:			Date:	

TERMS AND STANDARD CONDITIONS FOR PURCHASE OF BROADCAST ADVERTISING

The person, firm or other business entity ("Agency") contracting to purchase broadcast advertising time on behalf of the advertiser named on the face of this contract ("Advertiser") and the station accepting this contract ("Station") hereby agree that this contract shall be governed by the following conditions and terms:

1. BILLING AND PAYMENTS

- (a) Station will, from time to time at intervals following broadcasts hereunder, bill Agency on behalf of Advertiser at address on the face hereof. Agency shall pay Station thereon at address on bill on or before the 15th day of each month following that in which broadcast occurred or on such other date as may be specified in the invoice.
- (b) Except where this contract is made directly with the Advertiser described on the face of this contract, it is understood that Agency makes this contract both for itself and as agent for the Advertiser and that Agency agrees, on behalf of the Advertiser and of itself, that Agency and Advertiser are and shall be jointly and severally liable for all payments to be made by agency to Station and for all obligations undertaken to be performed by Agency.

2. TERMINATION

- (a) Unless otherwise specified on the face hereof, either party may terminate this contract, without cause, upon giving the other party at least 28 days prior notice provided that, if notice is given by Agency, termination shall not be effective until after two (2) weeks of broadcasting hereunder. If Agency so terminates this contract, it shall pay Station at the earned rate for all broadcasts pursuant to this contract through the effective date of termination.
- (b) Station may, upon notice to Agency, terminate this contract at any time; (i) upon material breach by Agency; (ii) if Station fails to receive timely payment on billing; or (iii) if Advertiser's or Agency's credit is, in Station's reasonable opinion, impaired. Upon such termination, all unpaid accrued charges hereunder shall immediately become due and payable. The Agency's only liability shall be to pay for telecasts completed hereunder prior to cancellation by Station.
- (c) Agency may, upon notice to Station, terminate this contract at any time upon material breach by Station. Upon such termination, the Station's only liability shall be to pay as liquidated damages a sum equal to the lesser of the following: (i) the actual noncancellable out-of-pocket costs necessarily incurred by Agency in performance of this contract through date of such termination, or (ii) the total which would be due to Station hereunder if, on the date on which Agency gives notice of cancellation, Station had given notice of termination pursuant to Paragraph 2(a) effective at the earliest date permitted thereunder.
- (d) Neither party shall have any liability to the other upon termination pursuant to this Paragraph 2, except as provided in this Paragraph 2 and Paragraph 7.

OMISSION OF BROADCAST

If, as a result of an act of God, force majeure, public emergency, labor dispute, restriction imposed by law or governmental order, mechanical breakdown, or where necessary to enable the Station to comply with the Communications Act of 1934, as amended, to satisfy the "reasonable access" and/or "equal opportunity" requirements for certain political candidates, or any other similar or dissimilar cause beyond the Station's reasonable control, Station fails to broadcast any or all of the announcement(s) or programs to be broadcast hereunder, Station shall not be in breach hereof, but Agency shall be entitled to an adjustment as follows: (i) if no part of a scheduled broadcast is made, a later broadcast shall be made at a reasonably satisfactory substitute date and time, and if no such time is available, the time charges allocable to the omitted broadcast shall be waived; (ii) if a material part, but not all, of a scheduled broadcast is omitted, a later broadcast shall be made at a reasonable substitute date and time, and Agency shall continue to pay full charge. The foregoing shall not deprive Agency of the benefit of any discounts which it would have earned hereunder if the broadcast had been made in its entirety.

4. PREEMPTIONS

Station shall have the right to cancel any broadcast or portion thereof covered by this contract in order to broadcast any program or event which, in the Station's sole discretion, it deems to be of greater public interest or significance. Station may also recapture time previously sold when necessary to comply with its obligations to make available "reasonable access" and/or "equal opportunities" to certain political candidates under the Communications Act of 1934, as amended. Station will notify Agency of such cancellation as promptly as reasonably possible, if the parties cannot agree upon a satisfactory substitute date and time, the broadcast so preempted shall be deemed canceled without affecting the rate, discounts or rights provided under this contract, except that Agency will not have to pay Station any charges allocable to the canceled broadcast.

5. FIXED RATE PURCHASES

Notwithstanding the provisions of Paragraphs 3 and 4 above, unless the omitted or preempted announcement was purchased as a single buy or at a fixed (i.e., not a preemptible) rate, and it is so indicated on the face of this contract, Station may preempt at its sole discretion for any reason. In the event of preemption or omission, unless otherwise agreed to by Station, Agency shall continue to pay the full charge (no credit or refund will be given) but Agency shall be accorded another announcement at a reasonably satisfactory substitute date and time, at no additional charge therefor.

S. AGENCY MATERIAL

All commercial materials (if so specified on the face of this contract, all program materials, including talent) shall be furnished by Agency and delivered to Station at Agency's sole cost and expense. Agency shall deliver all materials not tess than 48 hours (exclusive of Saturdays, Sundays and holidays) in advance of broadcast. All materials furnished by Agency (i) shall not be contrary to the public interest, (ii) shall conform to the Station's then existing program and operating policies and quality standards, and (iii) are subject to Station's prior approval and continuing right to reject or to cause Agency to edit such materials. Station will not be liable for loss or damage to Agency's material or, even if accepted by Station, for communications from others.

If Agency requests within 30 days of last broadcast hereunder, Station will, at Agency's expense, return Agency material to Agency. If Agency does not so request, Station has the right to dispose of all Agency material any time after 60 days following the last broadcast hereunder.

7. INDEMNIFICATION

Agency and Advertiser will jointly and severally indemnify and hold harmless Station from and against all claims, demands, debts, obligations or charges (including reasonable attorney fees and disbursements) which arise out of or result from the broadcast, preparation for broadcast or contemplated broadcast of materials furnished by or on behalf of Agency and/or Advertiser or furnished by Station at Agency's request for use in connection with Agency's or Advertiser's commercial material, and Station will similarly indemnify and hold harmless Agency and Advertiser with respect to all materials furnished by Station. The indemnitee shall promptly notify and cooperate with the indemnitor with respect to any claim. The provisions of this paragraph shall survive the termination or expiration of this contract.

8. CONSEQUENTIAL DAMAGES

Agency and Station hereby agree that consequential damages resulting from any breach of this contract, pursuant to Paragraph 2, or any omission of broadcast, pursuant to Paragraph 3, or any preemption of broadcast, pursuant to Paragraph 4, are speculative and neither Agency not Station shall be held liable for any consequential damages incurred. This consequential damage exclusion provision is an allocation of risk separate and apart from provisions specifying or limiting either Agency's or Station's remedies for breach.

9. GENERAL

(a) Station will broadcast the announcements and programs covered by this contract on the dates and at the approximate hourly times provided on the

face hereof.

(b)	The Station shall exercise normal precautions in handling of property and mail, but assumes no liability for loss or damage to program or commercia
materials and other property furnis	shed by the Agency in connection with broadcasts hereunder. The Station will not accept or process mail, correspondence, or telephone calls in
connection with broadcasts excep	t after its prior approval.

- Agency is acting as agent for a disclosed principal (i.e., the Advertiser named on the face hereof) and Agency will act as agent for making payment on all billings hereunder. However, Agency shall be primarily liable for the Advertiser's payment of sums due hereunder and Station shall look initially to Agency for the payment thereof unless and until Agency fails to timely remit payment or becomes insolvent. Advertiser shall be liable to Station and not to agency on all unpaid billings for services rendered by Station hereunder (excluding advertising agency commissions), but only to the extent that Advertiser has not theretofore made payment to the Agency thereon, and to the extent that Advertiser has theretofore made payment to the Agency thereon (i) while knowing that Agency has entered into an agreement or arrangement purporting to assign or pledge to a third party monies which may be or become payable by Advertiser or Agency, or that Agency was in danger of becoming insolvent; or (ii) after receiving notice (together with a current statement of account) from Station that Agency is seriously delinquent under this or any other advertising agreement(s) between Station and Agency be failing to make payment on billings within 45 days after the end of the month in which service is provided thereunder. Nothing herein contained relating to the payment of billings by Agency shall be construed so as to relieve Advertiser of, or diminish Advertiser's liability for breach of its obligations hereunder. If this contract is with a media buying service, all references herein to Agency shall apply to the media buying service. If this contract is made directly with Advertiser, references herein to Agency shall apply to Advertiser except that in such case no commission will be allowed.
- (d) Agency shall not assign this contract except to another agency which succeeds to its business of representing Advertiser and provided such other agency assumes all its obligations hereunder. Advertiser may, upon notice to Station, change its agency and only the successor agency shall be entitled to commissions, if any, on billings for broadcasts thereafter. Station is not required to broadcast hereunder for the benefit of any person other than Advertiser, or for a product or service other than that named on the face hereof.
- (e) This contract contains the entire understanding between the parties, cannot be changed or terminated orally, and shall be construed in accordance with the laws of the State of New York, and with the Communications Act of 1934, as amended, and with the rules and regulations of the FCC issued pursuant thereto. When there is any inconsistency between these standard conditions and a provision on the face hereof, the latter shall govern. Failure of either party to enforce any of the provisions hereof shall not be construed as a general relinquishment or waiver of that or any other provision. All notices hereunder (except for notices under Paragraph 4) shall be in writing, given only by prepaid telegram or mail, addressed to the other party at the address on the face hereof, and shall be deemed given on the date of dispatch.

[For additional information relating to political advertising, Agencies and Advertisers are encouraged to request a copy of the Station's current political advertising disclosure statement.]